

©CIL 21099

Title Page.

"Hooked"

A Photoplay in 2 Reels

Author of Photoplay Lloyd Hamilton Corporation. U S A.

FEB -4 1925

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

Dated at Wash D C

Feb 4/25 .19

Register of Copyrights,  
Library of Congress,  
Washington, D.C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59  
and 60 of the Act of March 4, 1909, of one or both of the deposited copies  
of the 2 Prints entitled Hooked

deposited in the Copyright Office on \_\_\_\_\_ and registered  
under Class Xic..No. ©CLL 21099.

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address: \_\_\_\_\_

\_\_\_\_\_ or  
to \_\_\_\_\_  
at \_\_\_\_\_

Signed W S Summers.  
(Claimant of Copyright)

*W S Summers*

FEB 5 1925



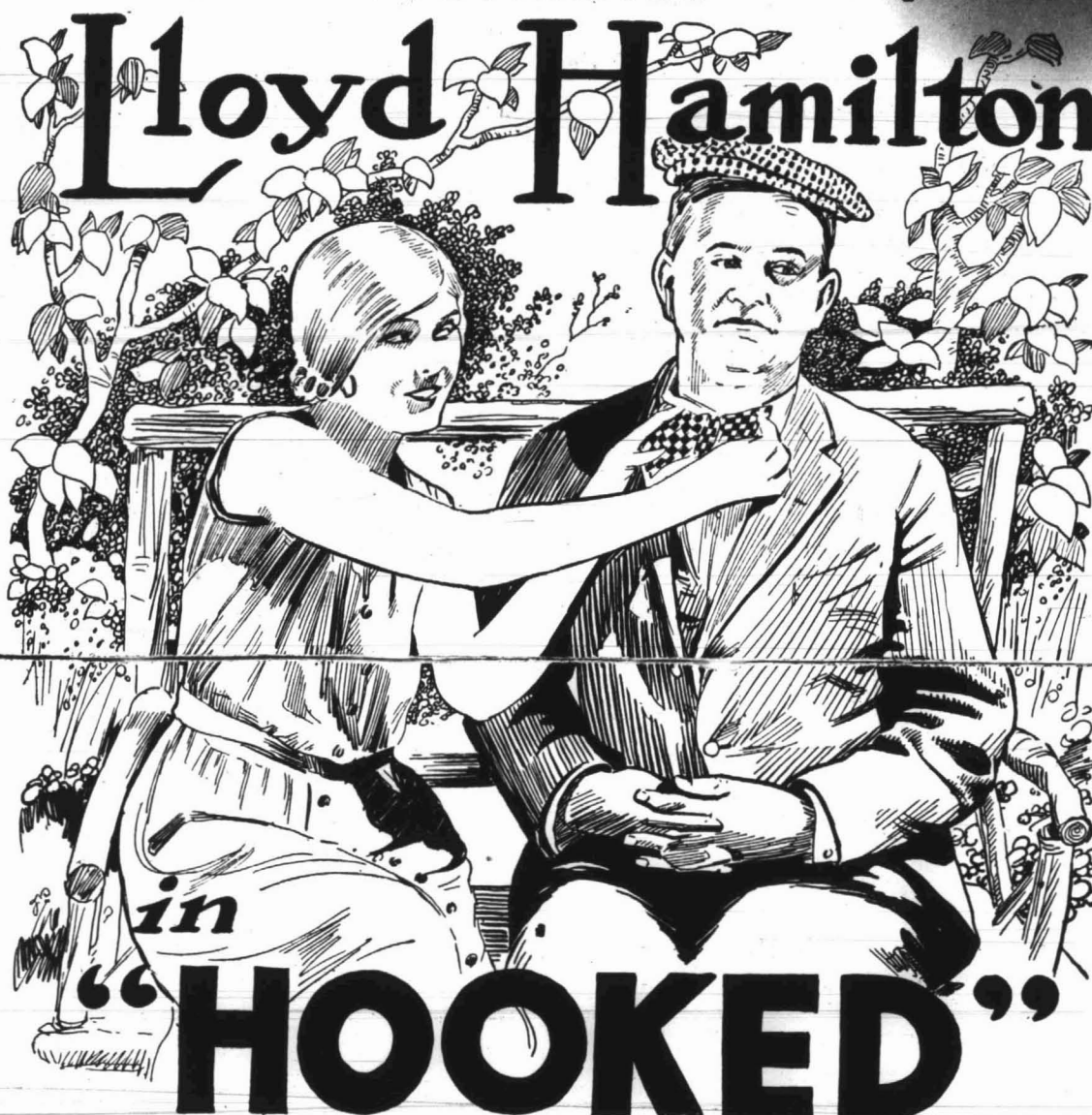
FEB -4 1925

# PRESS SHEET

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## HAMILTON COMEDIES

# Lloyd Hamilton



Written and Directed by Fred Hibbard



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

## ANOTHER HALF HOUR OF LAUGHTER IN LLOYD HAMILTON'S "HOOKED"

### Steamship Locale for New Comedy Provides Extra Lot of New and Clever Gags

Lloyd Hamilton is moving into unique locations for his comedies this year. Your audiences have cracked their sides laughing at the big comedian in his last picture, "Crushed," which was laid in and around a subway station. This time Hamilton goes in for an ocean trip—and he's as funny aboard ship as he was underground. Your patrons are due for another half-hour of side-splitting fun when you have "Hooked" on the program.

A brand-new set of gags, never before used in a comedy, will feature the steamship episode. A lot of ingenuity has been used in making these scenes and a lot of your patrons are going to leave the theatre wondering how it was all done. Those that haven't laughed themselves helpless are going to tell you it is one of the best comedies Hamilton has ever made.

#### The Story

Dorothy is sweeter than a raise in salary and her boyish sweetheart, Lloyd, in his simple way, promises to bring her a nice, fat fish from the brook. He takes his pole and tries to make good his promise. He has plenty of luck but it is all bad. He catches a lot of fish but they all escape.

Dorothy is waiting for the promised fish but Lloyd returns empty-handed. They sit under a tree talking when a squirrel drops a nut down Lloyd's neck and the little animal starts to retrieve his dinner, with results which are embarrassing to Lloyd. His gyrations are so wild that a doctor is called and the squirrel deserts Lloyd for the doctor.

Kewpie, the sea-captain, calls on Dorothy. He is the favorite suitor with her father and mother, but Dorothy prefers Lloyd. The captain invites Dorothy along on a trip, but the invitation does not include her boy friend.

Lloyd accompanies the party to the wharf where he makes himself useful carrying baggage but when he tries to board the ship he is told by the captain that they can get along without him.

The boy determines to accompany her but he is thrown off the boat. He is accidentally hoisted aboard with freight but he is again thrown off. Again he tries to get aboard and this time he lands in the barber shop where

barber with astonishing

passengers who come in

A tough customer runs

of the shop and he is

ed by the captain who

uts him ashore at the next stop.

Lloyd goes for a bite to eat at a lunch wagon on the dock. The wagon becomes fastened to the ship and when the ship pulls away from the dock, it is taken along and one by one the diners drop into the ocean. Finally the lunch wagon drops from the side of the ship—and Lloyd lands in a port-hole which lands him in Dorothy's cabin.



LLOYD  
HAMILTON IN  
EDUCATIONAL  
HAMILTON  
COMEDIES

For Electro Order No. 3540-E  
For Mat (Free) Order No. 3540-M

#### WHAT OTHERS SAY About Recent Hamilton Comedies

"Going East—with Lloyd Hamilton. —This is no burlesque on the word 'comedy' because it is an excellent laugh producer. It is great. I don't believe Hamilton ever made a better comedy."

C. C. Anglemire, "Y" Theatre,  
Nazareth, Pa.

#### WHO'S WHO in "Hooked"

Lloyd ... LLOYD HAMILTON  
Dorothy ... Dorothy Seastrom  
The Captain ... Kewpie Morgan  
The Tough Guy ... Dick Sutherland

Written and directed by  
Fred Hibbard

#### EXPLOITATION

Hanging up posters and putting lobby display photos in frames in your lobby is a simple operation. But it's one of the first principles of showmanship.

Advertising and exploitation are the meat on which the show-business grows fat. Barnum was the first to realize it, and a result he rolled up several fortunes. Barnum believed in telling the people what he had to show them. There wasn't an attraction on his bill that didn't receive its entire quota of advertising and exploitation.

You can do the same thing on a smaller scale with your program. The two-reel subject on your bill is a mighty valuable business bringer when it is properly advertised and exploited. Hamilton is one of the best drawing cards in short comedy and his name in the lights, on posters, lobby display and slides is a sure guarantee of a satisfactory increase in attendance. Use the accessories furnished on this comedy and increase your profits. They are made for that purpose and will do it for you if you give them a chance.

#### PARAGRAPHS For Your Program

Added attraction! Lloyd Hamilton's new comedy, "Hooked." It's worth twice the admission price.

\* \* \*

Lloyd Hamilton in his latest and funniest comedy, "Hooked." It's worth going miles to see.

\* \* \*

In addition to the feature picture—Lloyd Hamilton, the great laugh-maker, in his latest side-splitter, "Hooked."

\* \* \*

Lloyd Hamilton and Dorothy Seastrom in a rattling good comedy, "Hooked." Filled with clever gags and sure-fire laughter.

\* \* \*

Thirty minutes of the fastest and funniest comedy you've ever seen. Lloyd Hamilton in "Hooked," his latest laughing sensation.



## HAMILTON GOES TO SEA FOR HIS LATEST COMEDY

## COMEDY MAKING MORE DIFFICULT THAN SUPPOSED, SAYS HAMILTON

### "Hooked" Filmed on the Bounding Main and Is Full of Fun

(Newspaper review for use after showing  
of picture)

Lloyd Hamilton has gone to sea for the location of his latest Educational-Hamilton Comedy, "Hooked," which is playing at the.....Theatre.

In previous comedies made within the last few months, Hamilton has used railway trains and the New York underground railway system as the locale of his comedies, but in "Hooked" he boarded an ocean steamship and did his funny stuff to the heave of the bounding main.

"Hooked," in short, is the story of a country boy who follows his country sweetheart when she goes on an ocean trip as the guest of the captain. The "plot" of the comedy is just heavy enough to hold the numerous comedy sequences together but it is sufficient, for Hamilton introduces situations and gags in this comedy which are entirely new and original.

One of the funniest sequences is that in the barber shop of the ship with Hamilton posing as the barber. An open porthole behind the barber chair, through which his customers slide with the roll of the ship, is one of the funniest comedy situations seen on the screen.

Hamilton is supported by Dorothy Seastrom as his leading lady and by Kewpie Morgan and Dick Sutherland. The story and direction are by Fred Hibbard.

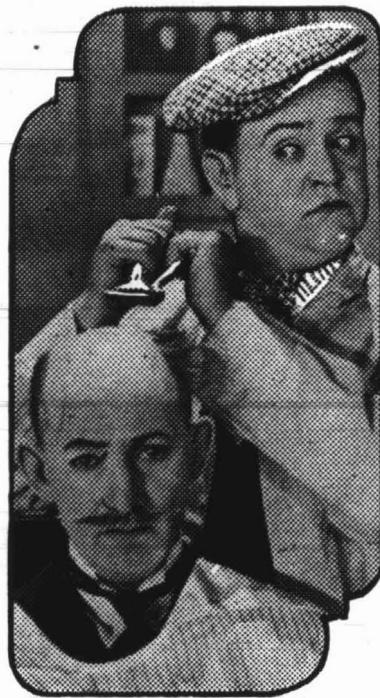
### "HOOKED" FULL OF FINE COMEDY

(Newspaper review for use after showing  
of picture)

Lloyd Hamilton is furnishing a half an hour of laughter in his own inimitable way in his latest Educational-Hamilton Comedy, "Hooked," which is at the.....Theatre.

Hamilton is cast as a country boy and after performing several unique and original gags about his home and at a fishing stream, Hamilton follows his sweetheart aboard an ocean steamship. The new locale gives Hamilton an opportunity to present a number of gags which are decidedly clever and amusing to the point of providing real hilarity on the part of the spectators.

Ingenuity is shown in one sequence which shows a lunch-wagon which has become fastened to the side of a ship while at a dock. The ship pulls away, with the lunch-wagon still attached to it.



LLOYD HAMILTON  
In a scene from  
"HOOKED"

For Electro Order No. 3541-E  
For Mat (Free) Order No. 3541-M

### HAMILTON COMEDY HAS FINE CAST

(Prepared as advance publicity story)

Lloyd Hamilton will have a notable cast with him in his latest picture, "Hooked," which will be on the bill at the.....Theatre.....

In this picture, which is laid for the most part aboard an ocean liner, Dorothy Seastrom will be seen as his leading lady. Miss Seastrom is a comparative newcomer to motion pictures but has already established herself as an actress of promise. She was formerly a professional dancer at the Ambassador Hotel, Los Angeles, where the eye of Fred Hibbard noted her beauty and gave her her first picture engagement.

Dick Sutherland, the noted "Heavy," is also in the cast. Sutherland is one of the best known villains on the screen and his face is familiar to every movie patron. He has worked in many comedies with Lloyd Hamilton.

### Funny Situations and Action Invented Step by Step

(Prepared as advance publicity story)

"Few people outside of a comedy studio realize the difficulties of making the modern two-reel fast action comedy," says Lloyd Hamilton, whose latest Educational-Hamilton Comedy, "Hooked," will be the laughing attraction on the bill at the.....Theatre.....

"The fast action comedy has no fund of literature to draw upon as has the dramatic subject, or the farce comedy. The fast action comedy is all action, and the action must be invented, step by step.

"Comedy situations, or 'gags' are invented by director, star and by a crew of 'gag men' on the staff at the studio. These gags are submitted to star and director and if they meet with their approval they are passed on to the mechanical and technical staff of the studio.

"Although two thousand feet of film is used in the finished comedy, many times that footage is used in making the picture. 'Gags' which looked funny—on paper—are found to be dull and useless on the screen and must be rejected; the difficulty of photographing other funny bits prevents them from coming up to expectations and they are also rejected.

"When the picture is finished it is gone over with careful scrutiny by a staff composed of directors, star and others. After eliminations, substitutions and many changes, the picture is at last ready for the public. And then we know whether or not we have made a successful comedy."

### HAMILTON TAKES COMPANY TO SEA

(Prepared as advance publicity story)

Lloyd Hamilton, the popular comedian who is appearing in "Hooked," his latest comedy, at the.....Theatre, took his company to sea in filming the greater part of the picture.

The action is laid largely aboard an ocean liner and Hamilton and his company boarded the S. S. Emma Alexander, of the Pacific Steamship Company's fleet and enjoyed a delightful cruise along the California coast while making the many scenes of the comedy aboard the ship. Miss Dorothy Seastrom, "Kewpie" Morgan and Dick Sutherland, with director Fred Hibbard and the cameramen, accompanied Hamilton.

## WHAT WOULD YOU DO IF ---?

Suppose you were running a motion picture theatre in a community where not a one of your prospective patrons could read. How would you go about getting business and working up a clientele?

You would have to call on each one personally and tell them what you had at your theatre. You would have to do it every day. If you were running a large house you would have to employ salesmen to go among the people to try to induce them to come to your theatre. Running a theatre under these conditions would be very nearly impossible.

But you are running a theatre in a civilized country where your patrons are not illiterate and you employ the printed word in some form or another to get your patrons for you. But if you were personally calling on each of your prospective patrons, wouldn't you emphasize every item on your program in order to get them to come to see your show?

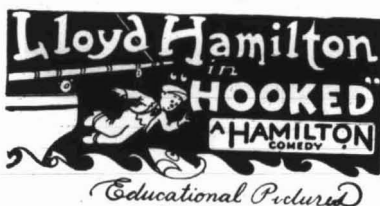
You could not get much business otherwise.

When you advertise your program do you include every item on your program in your advertisements? Are you including the Short Subjects?

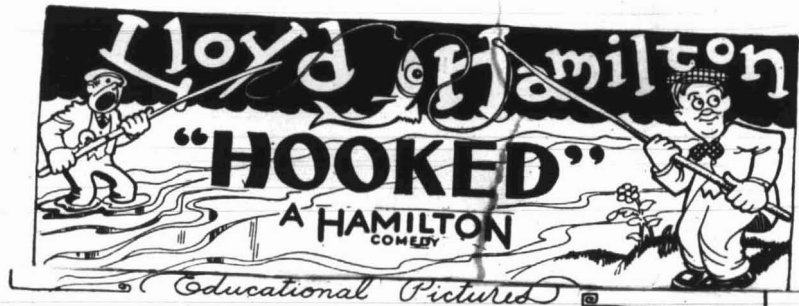
These two reel comedies are real business bringers. Comedians such as Lloyd Hamilton have a tremendous following—greater than the majority of stars who are appearing in feature length productions. This popularity is working for you when you include the advertising on comedies in which they appear in the newspaper advertising you do on your program.

Don't overlook the Short Subjects on account of their short length. They are the most important item on the program to a great majority of your patrons and it is to this great majority that you are appealing when you include the Short Subjects in your advertising.

The little cuts illustrated below will make it easy for you to advertise this Hamilton Comedy. The "Ads" are small enough to fit in any space and attractive enough to pull business for you. Try them.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3542-E  
For Mat (Free) Order No. 3542-M



Two Column Cut by One Half Inch "Ad" Cut  
For Electro Order No. 3543-E  
For Mat (Free) Order No. 3543-M

For Three Column Cut on Page One Order  
Electro No. 3544-E Mat (Free) No. 3544-M

## ACCESSORIES

\* \* \*

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts  
and Mats

Two Column, One and One Half Inch, Newspaper  
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

## CATCHLINES

### For Newspaper "Ads"

Lloyd Hamilton in one of the funniest comedies he has ever made, "Hooked."

\* \* \*

"Hooked" with that popular comedian, Lloyd Hamilton. It's a half-hour of fast and funny comedy.

\* \* \*

Lloyd Hamilton as a sea-faring man—He's as funny as a hippo doing the tango. Don't miss it.

\* \* \*

Lloyd Hamilton, Dorothy Seastrom and Dick Sutherland in "Hooked," the funniest two-reel comedy of the year.

\* \* \*

"You'll laugh for thirty minutes at "Hooked," with Lloyd Hamilton as the country boy. It's a real laughing treat.

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